CHAPTER 2
LITERATURE REVIEW

In this chapter, an in-depth explanation of the theories utilized for the presentation is provided. The theories related to the theoretical framework, social media, hate speech, and the study of relevant research.

A. Presupposition

In a conversation, meaning or information is not always conveyed explicitly. Often, speakers communicate implicitly, that is by implying a message without saying it directly. Implicit communication plays an important role in influencing how a person responds to or interprets a conversation. If the speaker and the listener have the same knowledge or context, implicit delivery can make the conversation feel more effective and natural. However, when the context is not mutually understood, implicit communication can lead to misunderstandings. Therefore, the success of implicit communication is highly dependent on the ability of the speaker and the listener to capture the implied meaning.

A presupposition is a part of Pragmatics that studies the conversational meaning of a statement. Fredge first mentioned the concept of presupposition in his essay entitled "*Sense and Reference,*" which indirectly discusses the presupposition. In the essay, Fredge distinguishes between meaning and reference, emphasizing that understanding the difference is crucial for interpreting presupposition in communication. Similarly, Karttunen (1972) in his essay entitled "Presupposition in Linguistic Context," he elaborates on presupposition and its functions in the form of sentences, and it must be connected. That means presuppositions form a series of logical assumptions connecting sentences contextually, underlie the speaker's belief, and both the listener share this contextual understanding.

Similarly, Yule (2006) developed presupposition in a Pragmatics context and states that presupposition becomes the most basic assumption in

communication. According to Yule (2006), these assumptions and information is considered to be known by the listener before communication takes place. Since the information is believed to be already known by the listener, it is usually part of what is stated but not directly said. Therefore, presupposition can be concluded as an event that already exists or has occurred before the utterance is made, so it can be said that the one who has presuppositions is the speaker, not the sentence. In his book entitled "*Pragmatic*", Yule (2006) discusses presuppositions in detail. He also divides presuppositions into six types, namely: existential presupposition, factive presupposition, non-factive presupposition, lexical presupposition, structural presupposition, and counterfactual presupposition.

1. Existential Presupposition

An existential presupposition is an assumption that contains an entity that exists. Existential presuppositions are usually found in possessive sentences and also in noun phrases (Karamat et al., 2023). For example, the statement "Joshua's dog barking every morning" presupposes the existence of an individual named Joshua and his dog. Similarly, "Joshua is a kind person" assumes the existence of an individual named Joshua.

2. Factive Presupposition

The factive presupposition is an assumption that one believes to be true. According to Haryati (2022), factive presupposition can be considered by verbs that show fact, such as count, make sense, matter, know, regret, realize, be glad, be sorry, resent, find out, discover, see, notice, be aware that, be proud that, etc. Even so, factive presuppositions are not only recognized from the verbs mentioned but can also be recognized from the context and situation of the conversation (Pasaribu et al., 2023). For example, the statement "she realized that he was ill," the word realized indicates a fact that she was ill. Same with "She wasn't at the party last night" indicates the fact that she never attended the party last night.

3. **Non-factive Presupposition**

Non-factive presupposition is a presupposition that assumes something that is not true (Haji & Mohammed, 2019). That means the sentences are produced, then assuming something that is not a fact. In line with factive presupposition, non-factive presupposition can also be considered by verbs, such as dream, imagine, and pretend (Pasaribu et al., 2023). For example, the statement "I pretend that he loves me" means that he does not love me.

4. **Lexical Presupposition**

The lexical presupposition is considered in the form of a sentence and some specific words in the sentence, such as stop, start, again, done, and come back. Lexical presupposition can also be stated as an assumption that is conveyed indirectly, where the speaker can act as if another meaning can be understood (Khalili, 2017). For example, "she came back to Jakarta" this sentence shows another meaning that she has been to Jakarta.

5. **Structural Presupposition**

Structural presupposition is an utterance where the structure of the sentence can be ascertained so that it can lead the listener to believe the assumptions or information contained in the statement (Oktoma & Mardiyono, 2013) Besides that, structural presupposition is also usually in the form of question sentence by using WH-question (Haji & Mohammed, 2019). An example of structural presupposition is "Before June moved here, where June lived?" this sentence shows a fact that is necessarily true that June was new to the place and did not live in the place before

6. **Counterfactual Presupposition**

Counterfactual presupposition means that what is assumed is not true and contradictory to fact (Lathar et al., 2023). In other words, when the sentence has a counterfactual presupposition, it implies that the situation is not really

happening and also not a fact. This type of presupposition commonly appears with supposition clauses such as imagine, if only, and what if. An example of counterfactual presupposition as we seen in the sentence "If only he came yesterday, we've got a discussion" The sentence shows that he did not come yesterday, and the discussion never happened.

B. Hate Speech

In the modern era, freedom of expression has become everyone's right. Unfortunately, this is often misused by some people and leads to hate speech. It is an expression that is considered sarcastic, humiliating, and insulting to a person or a certain group (Nascimento & Cavalcanti, 2023). Put simply, hate speech is any kind of communication that contains negative sentiments and can have devastating effects, such as guilt, feelings of uselessness, feelings of hopelessness, and even loss of someone's trust. Another opinion states that it is an attempt to incite hatred against a particular party due to prejudice formed from continuous interaction with family, friends, and the surrounding environment (Putra & Damanik, 2022). This implies that those around someone who engages in hate speech may first have an impact on that person.

Hate speech happens a lot on social media. The prevalence of this issue is a result of the internet's features that make it simple for people to voice their opinions. In addition, many people undervalue this because social media laws' legal constraints on free speech encourage hate speech (Guiora & Park, 2017). Unfortunately, a lot of people have the wrong idea about what free speech on social media means. Some believe that they can criticize others as much as they want without worrying about how they use words. In actuality, the goal of free speech itself is still communicated using free, harsh language, slurs, insinuations, or even humiliation.

C. Social Media

Social media is an online platform that facilitates virtual communication with many people, which is considered very important in today's era. Everything is published on social media, like news, entertainment, and advertisements; even gossip appears, so this is the point where people can gather and communicate with each other (Faiq & Noori, 2022). The news that is circulated on social media is typically a topic that is being discussed by a large number of people, making it an intriguing subject for opinion expression (Nascimento & Cavalcanti, 2023). Thus, this is the reason many people gather on social media, whether it is for needs, work, or even entertainment. This massive interaction also creates a space where language users become dynamic and public responses can quickly shape a discourse.

One of the most popular social media platforms, Twitter, now referred to as X, is a social media platform launched in July 2006 that enables users to post short messages called tweets. This platform was initially designed to share status updates, but the platform has evolved into a space for public discourse. Allowing anyone to broadcast messages, follow each other, and engage in conversations without needing to be friends (Murthy, 2024). With over a million users every day, X has emerged as a major global forum for discussion and public opinion on a variety of subjects, such as politics, entertainment, and social trends. This platform is among the most influential media of the digital age due to the ease of user interaction and the speed at which information is disseminated. Furthermore, the open nature of the platform makes it a potential place to study the dynamics of communication and language expression in public spaces.

In addition to serving as a forum for public discourse, X has also become a platform for the dissemination of hate speech, often marked by the hashtags #hatespeech and #freedomofspeech. This hashtag is not only used to criticize something or make people aware of the impact of hate speech but also often appears in discussions containing negative content. This phenomenon demonstrates how social media can be a double-edged sword, supporting free expression but also

cannot be separated from negative speech spread in the digital space (Abdillah et al., 2023). Hate speech spread on this platform can have an impact on the psychology of individuals and groups who are targeted. This reflects the importance of digital literacy and language awareness so that the language is speech does not violate ethical boundaries and social norms.

D. Study of the Relevant Research

Therefore, to strengthen this study, there are several previous research that use presuppositions in analyzing language forms. The first is a research conducted by Sumiyati (2021). This research focuses on how presupposition can influence a person's perception of a negotiation in the marketplace, and the types of presuppositions found in the negotiation that occur in the Talagasari market. The result of this research will be used as teaching materials in the form of handouts for students. The result of this research states that there are 4 types of presuppositions that appear, including factive presuppositions; structural presuppositions; lexical presuppositions; and existential presuppositions. The research shows that understanding the implicit meanings in everyday conversations is very important, especially in social contexts that involve direct interaction between sellers and buyers. In addition, the research also emphasizes that the use of presuppositions can shape the direction and meaning of a conversation.

The second study conducted by Ananda (2016) Examined advertising slogans in the Jakarta Post article. This study focuses on how the types of presuppositions, including their function, can influence someone's assumptions towards the slogans of advertisements. An advertisement includes all promotional media that are expected to influence someone, while slogans are part of an advertisement that characterize a product, so the product can be easily remembered. The result of this study is the discovery of 4 types of presuppositions, including existential presupposition, factive presupposition, non-factive presupposition, and lexical presupposition. This research confirms that presuppositions play an important role in persuasive communication strategies, especially in advertising. By inserting implied meanings, slogans can shape positive perceptions of the products

offered without having to convey the message directly. This shows how language can be used subtly but effectively to shape public opinion.

From the two previous studies, the researcher can conclude that not all types of presupposition will always appear in a phenomenon. Even so, there is one study that found all the types of presupposition, namely, existential presupposition, factive presupposition, non–factive presupposition, lexical presupposition, structural presupposition, and existential presupposition. This study focuses on the study of the language used in traditional religious events, where the language spoken must contain language that does not cause misunderstanding, because it is believed that every sentence spoken must contain certain information, which is used as an assumption based on the knowledge of the speaker (Rasna et al., 2024). From the three articles that researcher have described, there are similarities, namely examining the types of presuppositions according to Yule that appear in a phenomenon. In addition, they show that presuppositions do not only appear in informal contexts such as markets and social media but also formal contexts such as advertisements and religious ceremonies. This suggests that presupposition analysis can be widely applied in various domains of communication, both oral and written.